

**YI-LUN JHENG**

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**EDUCATION**

- **PhD candidate in Education Sciences -Social Sciences** (Oct. 2020 – expect Dec. 2024)
  - **Major:** Education Sciences and Communication Sciences
  - Department of Training and Education Sciences & Department of Communication Studies, **University of Antwerp, Belgium**
  - **Supervisor:** Prof. David Gijbels, Prof. Karolien Poels, Prof. Leen Catrysse
- **M.Sc. in Communication** (Sept. 2015 – Jan. 2018)
  - **Major:** Communication Sciences
  - Department of Bio-Industry Communication and Development, **National Taiwan University, Taiwan**
  - **Supervisor:** Prof. Hsiu-Ping Yueh
  - (Exchange Student in Human Factor and Ergonomics at **Tsinghua University, China**, Host Supervisor: Prof. Pei-Luen Rau, Sept. 2017 – Jan. 2018)
  - **Ranking:** 1 (1/7), GPA 4.09/4.50
  - **Thesis Title:** An Exploratory Study on Strategy and Design of Storytelling in Agriculture
- **B.A. in Business Administration** (Sept. 2011 – July. 2015)
  - **Major:** International Business; **Minor:** Marketing Management
  - College of Management, **Yuan Ze University, Taiwan**
  - **Ranking:** 3/56 (Top 5 %), GPA 3.88/4.00

**WORK EXPERIENCES****National Cheng Kung University, Taiwan**

Feb 2020-Sept 2020

**Research Assistant***“Coopetition, Compromise, and Theory of Mind in Multi-Person Interactions and Hyperscanning”*

- Coordinated subject participation and acquire data in fMRI scans
- Analyzed behavioural and neuroimaging data using advanced statistical computer software

**TENOKE CO., LTD.**

Sept 2018-Apr 2019

**Strategic Assistant to the CEO**

Applying for the CE marking and CFDA Medical Device Certification to legally market medical devices in the European Economic Area (EEA) and China

**National Taiwan University, Taiwan**

Jan 2018-July 2018

**Research Assistant**

Studying interactions between neuroscience &amp; social science disciplines by social network analysis

- Preprocessed data in Python and analyzed data with a visualization software - Gephi

**Teaching Assistant, National Taiwan University**

Fall 2016, 2017

**Research Assistant***“General Psychology”*, Instructor: Prof. Hsiu-Ping Yueh

## **PROJECT EXPERIENCES**

### **Vaccine Confidence Fund**

2022

Experimental evaluation of the impact of potential social media communication strategies on behavior towards maternal vaccination

### **A Tale of Two Processes: The Dynamic Interplay Between Emotion & Cognition**

2020- present

- Investigated how the dynamic interplay between cognitive and emotional processes affects learning outcomes
- Developed valid and reliable dynamic measures of emotional processes during the reading of texts, relying on a multi-method approach (combining self-reports and think-aloud methods, with eye-tracking and psychophysiological measures)

### **Theory of Mind in Multi-Person Interactions and Hyperscanning**

2020

- Investigated the neural mechanism underlying reciprocal interaction in the social and non-social context in economics game
- Estimated the synchronization of human pairs brain activations

### **Designed an Emotional Karaoke Robot (EKR) System**

2017-2018

- Study on emotional human-robot interaction in an entertainment environment
- Designed interaction modes, programmed NAO robot; Set up experimental environment

### **An Eye-Tracking Study on Users' Cognitive Load on Recipes**

2016

- Study on the impact of layouts of recipes on the cognitive load with eye-tracking experiment
- Design three types of recipes in different picture/text ratio as stimuli; Recruited 30 subjects to participate in the eye-tracking experiment; Analysis research data

## **JOURNAL PUBLICATIONS**

A Systematic Review of Psychology and Marketing in Neuromarketing Research (To be submitted)

Correcting Vaccine-related Misinformation for (Soon-to-be) Mothers (To be submitted)

**Jheng, Y. L.**, Catrysse, L., Van de Cruys, S., Kendeou, P., Poels, K. Gijbels, D. Investigating the role of experienced emotions in reading refutation texts: Insights from a fine-grained measure of emotion (In submission).

**Jheng, Y. L.**, Catrysse, L., Van de Cruys, S., Poels, K. Gijbels, D. The Interplay of Emotions and Attention when Reading Texts of Different Genres: An Eye-Tracking Study (In submission).

**Jheng, Y. L.**, Van de Cruys, S., Catrysse, L., Vandebosch, H., Gijbels, D., & Poels, K. (2024). The Facts or the Story? It Takes Both to Sensitize People About Unknown Health Hazards. *Journal of Health Communication*, 29(2), 107-118.

**Jheng, Y.-L.** & Yueh, H.-P. (2023). Online storytelling strategies in agricultural product marketing: A mixed-methods approach. *Journal of Library and Information Studies*, 21(1), 67-102.

Yueh, H. P., Chen, Y. T., **Zheng, Y. L.** (2020) What Makes a Good Agricultural Story? Validation of a Scale for Marketing and Communication. *Journal of Library and Information Studies*, 18(1).

Yueh, H. P., **Zheng, Y. L.** (2019). Effectiveness of Storytelling in Agricultural Marketing: Scale Development and Model Evaluation. *Frontiers in Psychology*, 10, 452.

## **CONFERENCE PRESENTATIONS**

**Jheng, Y. L.**, Van de Cruys, S., & Poels, K. (2024, June). Narratives stressing harm? A backfire of Corrective Messages on COVID-19 Vaccination for Pregnant Women. Paper presentation at the

74th Annual Conference of the International Communication Association (ICA 2024), June 20-24, Gold Coast, Australia. (Acceptance of paper presentation, *acceptance rate* < 45%).

**Jheng, Y. L.,** Van de Cruys, S., & Poels, K. (2024, February). Corrective Messages on Social Media: The Role of Text Genre and Harm Features. Paper presentation at the Etmaal van de Communicatiewetenschap (Etmaal 2024), February 8-9, Rotterdam, the Netherlands.

**Jheng, Y. L.,** Van de Cruys, S., Pelgroms, M., & Gijbels, D. (2023, December). The Role of Emotion Monitoring in Debunking Online Misinformation. Paper presentation at the 2023 International Conference of Science Education in Taiwan (ASET 2023), December 7-9, Taipei, Taiwan.

**Jheng, Y. L.,** Van de Cruys, S., Catrysse, L., Vandebosch, H., Gijbels, D., & Poels, K. (2023, December). Uncovering the Influence of Text Genres on Communicating Unknown Health Issues: Emotional and Cognitive Outcomes. Paper presentation at the Taiwan Association for Educational Communications and Technology 2023 International Conference (TAECT 2023), December 1-2, Taipei, Taiwan. (**Best Paper Award**)

**Jheng, Y. L.,** Van de Cruys, S., Catrysse, L., Vandebosch, H., Gijbels, D., & Poels, K. (2023, August). Combining Electrodermal Activity with Self-Report Measures to Unravel Text Genre Effects. Invited Paper Presentation at the 27th JURE PRE-CONFERENCE (JURE 2023), August 20-21, Thessaloniki, Greece. (**Invited Symposium:** On the frontline of online measures: Exploring learning processes with multimodal data).

**Jheng, Y. L.,** Catrysse, L., Van de Cruys, S., Gijbels, D., & Poels, K. (2023, April). The interplay of emotions and attention when reading texts of different genres: an eye-tracking study. Poster presentation at American Educational Research Association (AERA), Chicago, United States, April 13-April 16.

**Jheng, Y. L.,** Catrysse, L., Van de Cruys, S., Gijbels, D., Poels, K. (2022, September). Measuring Engagement during Text Reading: Evidence from Electrodermal Activity (EDA). Poster presentation at Society of Psychophysiological Research (SPR) 2022, September 28-October 02, Vancouver, Canada.

**Jheng, Y. L.,** Gijbels, D., Catrysse, L., Van de Cruys, S., Poels, K. (2022, October). Can Eyes Distinguish Text Genres? Poster presentation at WOG Conference, October 12-14, Leuven, Belgium.

**Jheng, Y. L.,** Catrysse, L., Poels, K., Gijbels, D. (2021, August). Unraveling Learners' Cognitive and Emotional Processes in Texts: A Psychophysiological Perspective. Poster presentation at the 25th JURE Pre-Conference- for Research on Learning and Instruction (Online), August 18-20.

**Zheng, Y. L.,** Rau, P. L. P., Yueh, H. P., Chen, P. H., Huang, D. L. (2018, July). An Exploratory Study on Design and Implement an Emotional Karaoke Robot (EKR). Paper presented at International Conference on Human-Computer Interaction (HCI) on Cross-Cultural Design, July 15-20, Las Vegas, USA.

Yueh, H. P., **Zheng, Y. L.,** Yueh, L. L., Chu, C. C. (2018, May). Trend and Practice in Neuromarketing: A Literature Review from 2006 to 2017. Frontier Development and Interdisciplinary of Chinese Psychology, May 3-5, Hsinchu, Taiwan.

## **SKILLS & ABILITIES**

### **Data Collection, Analysis & Management**

Eye Tracking | Electrodermal activity (EDA) | fMRI

MATLAB (Psychtoolbox, EEGLAB, NeuroElf) | R | Python | SPSS | Stata

Qualitative (i.e., mixed effects model) | Quantitative Research Methods (i.e., interview, focus group) | Social Network Analysis (Gephi)

**Languages** Taiwanese (native) | Mandarin Chinese (native) | English (IELTS 7.0) | Dutch (1.2)